



CONNECT WITH CUSTOMERS

Pinterest is a versatile, affordable, and impactful marketing tool for businesses that are looking to convert more leads, drive traffic to their websites, and increase brand awareness. Pinterest allows you to showcase products, share tutorials, and promote site content to an audience that is eager to buy. Pinterest users have a high purchase intent with 90% of weekly Pinners using Pinterest to make purchase decisions. Reach people when they're planning and making decisions and generate more sales for your business.

3 REASONS BUSINESSES SHOULD BE ON PINTEREST

1. PINTEREST USERS ARE OPEN TO YOUR MARKETING

Two-thirds of the content saved to Pinterest comes from businesses. Pinners are eager to connect with brands.

2. PINTEREST INFLUENCES PURCHASE

Pinners are engaged, loyal advocates. A large majority of Pinners use Pinterest to decide what to buy. According to research, 87% of Pinners have purchased a product because of Pinterest.

3. PINTEREST DRIVES SIGNIFICANT REFERRAL TRAFFIC

Businesses with click-worthy content on Pinterest have a better shot at driving conversions and other desired actions on their website.